



Module Structure

Module Title : Tourism Planning and Sustainable Development

Module Code : HTPM333

Programme of Study/Year of Study : Hospitality and Tourism Management

Group : HTMIII T&T

Semester : Spring

Number of Hours Taught : 3 per week

ECTS : 5

Instructor: Dr Evi Soteriou

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Pre-requisite(s) : Environmental and Sustainability Management

Module Rationale

This module, addressed to the students of the Hospitality and Tourism Management programme who specialise in the field of Travel and Tourism, exposes them to the concept of tourism planning and enables them to understand its role in the pursue of sustainable tourism development.

Aims

The module aims to provide the students with a thorough understanding of the forms, levels and practices of tourism planning. It also helps them to critically reflect on the concept and operationalisation of sustainable tourism development and understand the contribution that tourism planning can make to its achievement.

Intended Learning Outcomes

Students at the end of this course will be able to:

1. define tourism planning and tourism policy and understand their relationship
2. acknowledge the different types and levels of tourism planning
3. understand the tourism system and its impact on tourism planning
4. understand the tourism life cycle and its relevance to tourism planning
5. acknowledge the importance of community participation in tourism planning
6. explore the role of tourism stakeholders in tourism planning
7. know what sustainable development is, its principles and application to tourism
8. understand the contribution of tourism planning in the pursue of sustainable development
9. acknowledge the requirements and interdependencies of the different levels of sustainable tourism planning
10. apply processes and techniques required to prepare a sustainable tourism plan.



Delivery Methods:

Lectures
Discussion
Case studies
Study visit
Assignments
Group Project

Assessment:

Coursework	20%
Group Project and Presentation	40%
Mid-term exam	10%
Final exam	30%

Module Requirements

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Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01– 01/02	Introduction to the Course Setting the context for tourism planning and policy	E.R.1 Chapter 1
2.	04/02-08/02	The tourism system and its implication on tourism planning and policy The tourism life cycle analysis and its relevance to tourism planning	E.R.2 Chapter 2
3.	11/02-15/02	Levels and forms of tourism planning	E.R. 3 Chapter 2
4.	18/02-22/02	Sustainable tourism development: definitions, principles, impacts	E.R. 4 Parts 1&2 E.R.5
5.	25/02-01/03	Sustainable tourism development: definitions, principles, impacts..continued The key actors in sustainable tourism	E.R.4 Part 3
6.	04/03-08/03	Planning for sustainable tourism development: principles, processes and techniques	E.R.1 Chapters 2-5
7.	12/03-15/03	Planning for sustainable tourism development: principles, processes and techniques..continued	
8.	18/03-22/03	<i>Guest lecture</i> Mid-term exam	
9.	26/03-29/03	Sustainable tourism planning at the national and international level	E.R. 1 Chapters 6 and 7



Week	Dates	Topics to be Covered	Reference Chapter / Material
10.	02/04-05/04	Sustainable tourism planning at the regional and community level	E.R. 1 Chapter 8 E.R. 2 Chapters 5-8
11.	08/04-12/04	<i>Guest lecture</i> Sustainable tourism planning at the site level	E.R. 1 Chapter 9 E.R. 2 Chapters 9 and 10
12.	15/04-19/04	Sustainable tourism planning at the site level..continued <i>Study visit</i>	
13.	22/04-23/04 & 02/05-03/05	Revision for final exam Group project presentations	
14.	06/05-10/05	Revision for final exam..continued Evaluation of group project	

Essential Reading

1. Hall, C.M. (2008). *Tourism Planning: Policies, Processes and Relationships* (2nd ed.). Pearson Prentice-Hall.
2. Clare A. Gunn with Turgut Var (2002). *Tourism Planning: Basics, Concepts, Cases* (4th ed.). Taylor and Francis.
3. Inskeep, E. (1991). *Tourism Planning: an integrated and sustainable development approach*. Van Nostrand Reinhold.
4. Swarbrooke, J. (1999). *Sustainable Tourism Management*. CABI Publishing.
5. World Summit on Sustainable Tourism+20 (2015). *World Charter for Sustainable Tourism*.

Additionally, copies of relevant articles, documents and case studies will be distributed.

Additional Reading

1. Edgell, D.L.Sr.(2016). *Managing Sustainable Tourism:A Legacy for the Future* (2nd ed.). Routledge.
2. Mathieson, A. & Wall, G. (1992). *Tourism: Economic, physical and social impacts* (2nd ed.). Longman.
3. Mill, R.C. and Morrison, A.M. (1985). *The Tourism System: an Introductory Text*. Prentice Hall.
4. WTO (1993). *Sustainable Tourism Development: Guide for Local Planners*. WTO.

